|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Business Name | | | | |
|  |  | | |  |
| Franchise Name | | | | |
|  | | Business Plan |  | |

# Company Overview

* Company summary:
* Mission statement:
* Company history:
* Markets and services:
* Operational structure:
* Financial goals:

# Business Description

Brief outline of the business *(ABC Cleaning Company is a home-based cleaning service that provides a range of cleaning options for both residential and commercial clients. ….)*

Services:

*Differentiators (brief outline of what your brand does better than the competition. (We are different from our competitors in that we provide…….)*

Testimonials (optional and may not be applicable)

Competitive Advantage: who are the competitors in your area? What are they doing right? What are they doing wrong? Where is there room for improvement? How does your background provide you with an advantage?

* + *Break down these opportunities*
    - How are these significant?
  + Our predefined options allow for
* Pricing:
* SWOT analysis: Strengths, Weaknesses, Opportunities, Threats

In a transparent effort to understand the exact market we enter we have engaged a

|  |  |  |
| --- | --- | --- |
| STRENGTHS |  | WEAKNESSES |
| OPPORTUNITIES | THREATS |

The SWOT Analysis is extremely encouraging, as shown by the listings.

# Operating Plan

* Service Provided:
* Payment:
* Key customers:
* Key employees and organization:

# Marketing and Sales Plan

* Key messages:
* Marketing activities: